

ABSTRACT OF THE DISCLOSURE

An electronic camera is provided with a touchscreen. When a cameraman touches the touchscreen on a principal subject in a captured image shown on the touchscreen, the touched portion is determined and the focus and exposure are adjusted in conformity with the principal subject. When the image is designated to be stored, positional information on the principal subject as well as image information is stored into a built-in memory or a detachable external memory. For this reason, wherever the principal subject is located on the image, the image-capturing is performed with favorable results. The positional information on the principal subject is utilized for printing or reproducing the image so as to perform image tone corrections such as correction of brightness and skin pigmentation in an area including the principal subject, so that a high-quality image can be printed or reproduced.

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